

Rep Order# 9771683 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 566070

Printed: 10/03/2012 9:36 AM
Last Received: 10/03/2012 9:23 AM
Showing Buylines: All Rep Revised Lines

3 of 3

Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL ISSUE GROU
Product NRCC IE 2012
Estimate# 2603
Buyer Ben Angle
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/2603
Flight Dates 10/12/2012 - 10/18/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

---REPORT TOTALS---

Report Totals: 2 / \$850.00

---SALES MONTHLY TOTALS---

Oct 12: 33 / \$24,075.00

Sales Totals: 33 / \$24,075.00

Station Totals: 33 / \$24,075.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$120,375	CABL	0%	KDLU	0%	KJZZ	0%	KSL	24%	KSTU	20%
		KTVX	16%	KUCW	5%	KUTV	35%	UNKB	0%	UNKN	0%

Books null
Demos RA3564

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*20	SA	5P-530P	FOX13-LIVE@5WK	:30	\$400.00	10/13-10/13	0	0	0	\$0.00	
Rating: 1.4												
[MADE-GOOD BY LINE(S) 34 35]												
V7 Effective Dates Changed												
	*34	F,M-TH	6A-7A	GOOD DAY UTAH	:30	\$400.00	10/12-10/18	1	1	1	\$400.00	
[MKGD FOR SPOTS MISSED ON LN #20: 10/13(1/WK), MKGD FOR SPOTS MISSED ON LN #21: 10/14(1/WK)]												
V7 Added												
	*35	F,M-TH	7A-8A	GOOD DAY UTAH	:30	\$450.00	10/12-10/18	1	1	1	\$450.00	
[PART OF A MKGD MADE UP OF LINES 34 35]												
V7 Added												
	*21	SU	5P-530P	FOX13-LIVE@5WK	:30	\$450.00	10/14-10/14	0	0	0	\$0.00	
Rating: 1.8												
[MADE-GOOD BY LINE(S) 34 35]												
V7 Effective Dates Changed												